



Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.



---How tired we are of Winter---our old Winter selves and old Winter clothes. How glorious to step out in the warm Spring sunshine in the Smart New Raiment of Springtime!

Formal Presentation of the New Spring and Easter Modes

at H.B.C. Thursday and Following Days

—SUITS—COATS—DRESSES—MILLINERY—SILKS and WOOLENS—CORSETS and LINGERIE—HOSIERY and GLOVES—SCARFS and NECKWEAR—HANDBAGS and JEWELRY—SMART FOOTWEAR—ETC.

TWELVE of this store's buyers recently returned from the Eastern style centres, where they selected the newest and smartest in Spring and Easter fashions of Quality.

THE whole store is attuned to the spirit of Spring and Easter unfolding in gracious beauty, a varied and captivating ensemble of the New Fashions. See the new things in all their freshness and beauty.

Light Shades Distinguish Spring Footwear

—Ladies, too, prefer blondes this season! Not only blondes—but grays, rose, blush and other beautiful pastel shades of kidskin—in new spring shoes.

—It is going to be a brilliant color season in the footwear world! All leading fashion authorities say so, and the style tendencies in spring frocks and gowns all point that way. So you'll want some new colored kid shoes right away—and we know you'll find our newest style arrivals quite adorable. Such well known shoes as Smardon, Windsor, Perth, Clark, La Parisian and Cantilever.

Jasper Ave., H.B.C.

The Right Foundation to the New Spring Costume

Gossard, Nemo, Lady Mac and Rose Marie Corsets

—Unless the corset moulds the figure perfectly the trim, crisp appearance of the spring costume is impaired.

—Select the corset carefully.

—We are showing a complete selection of the newest models by makers whose names are synonymous with quality.

—Let our expert fitters fit you with the model designed for your particular figure type.

Second Floor, H.B.C.

Silken Lingerie of True Feminine Daintiness

Entirely New Designs Shown for the First Time

—Lingerie of silken softness is an important factor in the spring wardrobe. Women will outshone over the new shipment which we have just unboxed. New effects, in night-gowns, teddies, slips, vests and bloomers—fancy rayon kimonos in floral or lace trimmed designs. Pyjamas to match kimonos are obtainable.

Second Floor, H.B.C.

The H.B.C. Beauty Shop

In the Mecca for Smart Women

—One of the finest Beauty Shops in Western Canada—complete new equipment—expert operators.

TELEPHONE
6141 or 9315
FOR
APPOINTMENT

Fourth Floor, H.B.C.



The DRESSES for Spring

Offer Wide Choice in Colors and Style
—Thereby Assuring Individuality

—ONE PARTICULARLY STRIKING ENSEMBLE comprises a two-piece dress and a white satin coat. The dress fashioned from figured satin striped silk, nines in flesh tone, with white canton back satin skirt pleated only in front in fine knife pleats. The coat is perfectly plain with easy fitting saddle shoulders. Trimmed with a soft collar and cuffs of black cady.

—ANOTHER DISTINCTIVE DRESS IS MADE OF BLACK GEORGETTE with open work and cut-out embroidery with insertions of flesh georgette and a slip of flesh crepe which is seen through the open work. This dress has long sleeves and is designed in the blouse effect model.

—A VERY "DIFFERENT" GOWN comes in nigger georgette with all-over eyelet embroidery over the body, sleeves and skirt. Trimmed with long jabot revers to the waist and two more from the waist to the hem—forming a double cascade. While it has the two-piece effect it is a straight line style.

—THEN THERE ARE THE TWO-PIECE DRESSES for afternoon, street or outing wear. Made from jersey, tweeds, flat crepe and satins. Trimmed with drawn work and bands in contrasting colors. Of course, all in the tailored mode.

—ONE VERY POPULAR STYLE is tailored from navy charmeuse of very fine wool and trimmed with shepherd's check on collar and cuffs and includes a vest (or waistcoat) of this shepherd's check material.

—ANOTHER NEW SUIT is made from all wool faille in a very fine pile surface. A novel effect on this suit is attained by the reverse of the coat being all satin and the pockets and back of collar being edged with satin.

What's New in Distinctive Spring Millinery

—MATERIALS include: Swiss Milan hemp, Perle viscé, Italian hemp and Milans, and a number of soft novelty braids. Faille, satin, taffeta and grosgrain ribbon are featured as well as smart French felts and felt combined with other materials.

—SMART TRIMMINGS of ribbon, flowers, feathers, embroidery, novelty pins and ornaments.

—THE LEADING COLORS are: Monkey skin (a rose tan shade), golden wheat, Aladdin (a rosewood shade), gooseberry and vert de gris (green shades), Castilian red, hydrange and goblin blues, also black and white.

—THE CROWNS REMAIN HIGH, and are draped and pleated in many novel ways, smart brimless styles, others have narrow brims drooping or rolled back—large brims for dress occasions.

—A SMART GAINSBORO MODEL in the soft crush styles—rich gooseberry green—embroidered with georgette in pretty contrasting shades.

—A COPY OF A FRENCH MODEL BY AGNES—In fine Swiss Milan crown with brim of French felt, trimmed with grosgrain ribbon and fancy pin. Shown in the new monkey skin shade.

The COATS for Spring

Distinguished by Simple Effective Designs
and Expert Tailoring.

—A NOVELTY TWEED COAT is shown in an exclusive design known as the "Tree Stump" pattern. This design looks like the end of a large log showing the grain of the wood. Silk lined and faced with Kasha which shows prominently on the collar and front.

—A VERY STRIKING WRAPPY COAT is one of metallic cloth in colorings of silver and copper on a black ground. The large shawl collar which extends to the waist is edged with polish fitch. The long, tight fitting cuffs are trimmed with gold buttons. Silk lined throughout and edged with fancy braid.

—COAT OF BLACK MIRROR SATIN, designed with the large dolman sleeves, meets the present demands in every particular. It is trimmed with white fur down one side of the front, around the collar and down the other side to the waist, as well as on the cuffs. The fur is again edged with black monkey fur. A striking individual garment in black and white. Oyster grey and black silk lining.

—THEN THERE IS THE TAILORED COAT, plain or with braid edges and in navy or black. Mannish coats and, therefore, favored by many. Single and double-breasted models. Silk lined.

A glorious array of New Spring Silks

Exclusive—Different—Unrivalled for Beauty—Unsurpassed for Quality

—Many who have visited the metropolitan centres have told us that many of the big American cities do not show so fine a display of fine fabrics as the H.B.C. Silk Shop.

—Come! Spend a delightful hour viewing the new weaves.

—Among the favored weaves for spring, 1927, one will find:

—Printed Wash Voiles.

—Embroidered Taffeta and Cantons.

—Novelty French Wool Plaids with plain fabrics for combination dresses.

—Flat Crepes.

—Embroidered Wash Voiles.

—Printed Wash Voiles.

—Dainty Victorian Prints, in georgette and and crepe de chine.

—Novelty Borders.

—Washable Rayons, Washable Broadcloths, etc.

—THE PREFERRED SHADES in silks and woollens for spring, are:

—Blue Lotus —Bachelor Button

—French Beige —Queen Blue

—Monkey Skin —Cherry Bloom

—Blue Jewel —Mother Goose

—Green Rose —Coral Blush

—Pistache —Athens

—Diadem —Mosaic Blue

—Forget-Me-Not

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DAUGHTERS OF MIDAS

By Gene Gartin CREDIT to THE CHICAGO TRIBUNE

THE GUMPS



GASOLINE ALLEY



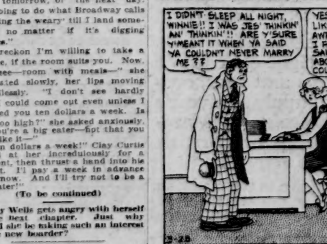
THE NEBBES



BOOTS AND HER BUDDIES



WINNIE WINKLE, THE BREADWINNER



LITTLE JOE



LITTLE ORPHAN ANNIE



All Alone



The Call Boy Breezes In



The Mayor



No News Is Good News



Love Makes the World Go 'Round—for Some People



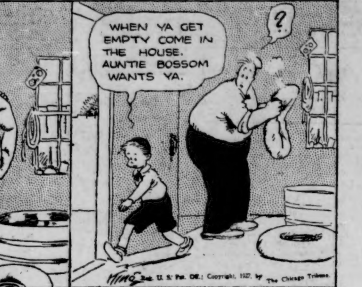
Flashes of the Past



—By Sidney Smith



—By King



—By Sol Hess



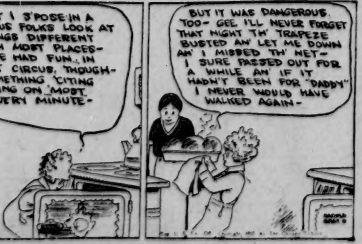
—By Martin



—By Banner



—By Harold Gray



3rd Street---4251

